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METAPHORICITY OF JUSTIN TRUDEAU'S POLITICAL IMAGE- MAKING IN THE MULTILINGUAL MASS MEDIA SPACE

МЕТАФОРИЧНІСТЬ ПОЛІТИЧНОГО ІМІДЖМЕЙКІНГУ ДЖАСТИНА ТРЮДО В МУЛЬТИЛІНГВАЛЬНОМУ МАС-МЕДІЙНОМУ ПРОСТОРІ

МЕТАФОРИЧНОСТЬ ПОЛИТИЧЕСКОГО ИМИДЖМЕЙКИНГА ДЖАСТИНА ТРЮДО В МУЛЬТИЛІНГВАЛЬНОМ МАС-МЕДИЙНОМ ПРОСТРАНСТВЕ

The function of a metaphor as a multilingual means of political image-making in the contemporary English-language media discourse has been analysed. It goes without saying that nowadays metaphorized vocabulary is seen as a powerful instrument of influence on human consciousness as well as the tool of shaping public opinion. Moreover it effectively facilitates the economy of language resources due to its informative nature and emotionality, thus becoming an effective and widely used means of realization of two basic functions of publicist style: informative and that of influence. The given article focuses on the contemporary English-language political mediatexts with the aim to trace the types of political metaphors used in the process of political image making and to identify their role in the communicative structure of political discourse.

The works by such foreign and domestic scholars as N. D. Arutiunova, A. M. Baranov, H. M. Skliarevska, I. M. Kobzoyeva, A. P. Chudinov, M. M. Shnitzer, V. H. Kostomarov, Y. V. Budayev, V. P. Moskvina, Mark Johnson, George Lakoff and others form the theoretical and methodological background of the article under consideration.

The topicality of the issue in question is obvious due to the steady professional interest of the participants of the political discourse, Mass Media in particular, to the selection of effective instruments of political and ideological relations coverage as well as the request for the quality of political content.

Key words: metaphor, political metaphor, political image, conceptual metaphor, publicistic tests, language of Mass Media.

Проаналізовано функцію метафори як мультилінгвального засобу створення політичного іміджу в сучасному англomовному медіа-дискурсі. Метафоризована лексика сьогодні виступає потужним інструментом впливу на людську свідомість та формування суспільної думки, а також ефективно сприяє економії мовних ресурсів через високу інформативність та яскраву емоційну забарвленість, що робить її дієвим та широко вживаним засобом реалізації двох основних функцій публіцистичного стилю: інформаційної та функції впливу. Розглянуто сучасні англomовні медіа-тексти політичної тематики з метою з'ясування найбільш вживаних у процесі формування та підтримання політичного іміджу типів метафор та їх ролі у комунікативній структурі політичного дискурсу.

Теоретико-методологічна основа статті представлена дослідженнями вітчизняних та зарубіжних вчених: Н. Д. Арутюнової, А. М. Баранова, Г. М. Скляревської, І. М. Кобозької, А. П. Чудінова, М. М. Шніцера, В. Г. Костомарова, Е. В. Будаєва, В. П. Москвіна, Марка Джонсона, Джорджа Лакоффа та ін.

Актуальність теми статті обумовлена невпинним зростанням професійного інтересу учасників політичного дискурсу, зокрема засобів масової інформації, до добору дієвих

інструментів висвітлення політико-ідеологічних відносин з одночасним суспільним запитом на якість політично спрямованого контенту.

Ключові слова: метафора, політична метафора, політичний імідж, концептуальна метафора, публіцистичні тести, мова ЗМІ.

Проанализирована функция метафоры как мультилингвального средства создания политического имиджа в современном англоязычном медиа-дискурсе. Метафоризация на сегодня выступает мощным инструментом воздействия на человеческое сознание и формирования общественного мнения, а также эффективно способствует экономии языковых средств, благодаря высокой степени информативности и яркой эмоциональной окраске, что делает ее действенным и широко применяемым средством реализации двух основных функций публицистического стиля: информационной и функции воздействия. Рассмотрены современные англоязычные медиа-тексты политической тематики с целью выяснения наиболее употребляемых в процессе формирования и поддержания политического имиджа типов метафор и их роли в коммуникативной структуре политического дискурса.

Теоретико-методологической основой статьи послужили исследования отечественных и зарубежных ученых: Н. Д. Арутюновой, А. Н. Баранова, Г. М. Складневской, И. М. Кобозевой, А. П. Чудинова, М. М. Шницера, В. Г. Костомарова, Е. В. Будаева, В. П. Москвина, Марка Джонсона, Джорджа Лакоффа и др.

Актуальность темы статьи обусловлена непрерывным ростом профессионального интереса участников политического дискурса, в частности средств массовой информации, к подбору действенных инструментов освещения политико-идеологических отношений наряду с общественным спросом на качество политически направленного контента.

Ключевые слова: метафора, политическая метафора, политический имидж, концептуальная метафора, публицистические тесты, язык СМИ.

The political figure's image making within the framework of a political process is seen by researchers as one of the key problems of Political Studies and Political Sociology, moreover, it is among the priority directions of investigations of these social sciences. It should be noticed, however, that in the contemporary political discourse this issue is not the prerogative of the sciences mentioned above, but it is an interdisciplinary problem. In particular, political linguistics is believed to be the leading sphere of research to determine the most effective approaches and work out efficient mechanisms of political image making. It is mainly focused on the study of regularities of mutual influence of social and political and language events and transformations.

Nowadays political image appears to be the integral component of one of the most important procedures of country's activities, which is legitimization or the procedure of social recognition of power. It should be pointed out that people are always inclined to personify power; consequently, the political figures become extremely important for public, as they make it possible to turn the difficult and impersonal processes of political life into the fight of individuals. The psychological mechanism of power personification is the association of the leader position with a certain person in mass consciousness [1, p. 20].

It should be mentioned that the term "image", in particular political, is a complicated and ambiguous concept, which is to be studied in a holistic way. According to the political image researcher and specialist in the sphere of image-making P. D. Frolov, the given term can potentially have two meanings. Firstly, image can be determined as the common image of an object (in this context – of a person, political leader), existing in the consciousness of a certain group of people, which is usually created spontaneously, in a natural way, without any influence of political technologies. Secondly, concept "image" can be used to denote the image which is intentionally created, and is to bring

about the intended changes in the consciousness of people and their behavior, that is to produce the predetermined psychological influence [2, p.148]. In the given research the political image making is considered to be the element of political promotion and intentionally formed instrument of political and psychological influence on the audience.

The prime minister of Canada is believed to be the politician of new era, the symbol of a free country, open to the world and so livable that after the victory of ex-president Donald Trump a number of his opponents were considering the idea of moving to the neighboring country.

Before becoming a politician, *Justin Trudeau* used to be an environmental activist. In 2005 he opposed the project of zinc production, despite the fact that the profit for the state treasure could be about one hundred million dollars. However the metal production would be harmful for the South Nahanni River which is the object of the UNESCO World Heritage, so the future premier could not allow it.

Later Trudeau became the member of the Liberal Party of Canada, and in 2013 the young politician became the head of the party. Thanks to his leadership the Liberal Party outranked both the Democratic and Conservative parties. In October 2015 *Justin Trudeau* was elected the Prime Minister of Canada. Simultaneously he became the Minister of Intergovernmental Affairs and Minister of Youth.

After his victory *Justin Trudeau* declared the slogan of his political program, which is "Canada is back". The young Premier pointed out, that during the rule of conservatives the country "lost its rightful place on the world stage", but after his victory the situation would improve in the shortest term.

Multilingual political metaphor as a means of mass-media self-presentation of *Justin Trudeau*.

From the very beginning of his political career the image of *Justin Trudeau* was based on the fact that politician is seen as an attractive personality, sociable and sensitive to the needs of the people of the country.

In the speech addressed to the admiring audience in Ottawa in October, 2015 *Justin Trudeau* stated:

*"To **this country's friends** all around the world, many of you have worried that Canada has lost its **compassionate and constructive voice** in the world. Well, I have a simple message for you. On behalf of 35 million Canadians: **We're back**"* [3] – anthropomorphic metaphor, subsphere – "Human Relations", frame – "Friendship"; anthropomorphic metaphor, subsphere – "Human Body", frame – "Physiological Capabilities".

Canadian politician uses an anthropomorphic metaphor and compares his country to a man, who "is on friendly terms" with other people, in other words - countries. Such comparison is aimed at forming the image of international relations as the warm friendly relations of old acquaintances in the recipients' consciousness, waking the memories of their own friends and triggering positive feelings to the speaker and his program.

Besides, Trudeau points out that Canada finds its "sympathetic and positive voice" in the world, again drawing a parallel between the country and a sensitive, kind and fair minded person, who is worth having contacts with and whose advice should be followed.

Justin Trudeau is bilingual, speaking both English and French as a lot of citizens of Canada, and it is an important constituent of his political image. He can often be heard "switching" from one language to another, emphasizing his Canadian origin, the variety and multilingualism of Canadians as well as the fact, that Canadian Prime Minister is

aware of the needs of every citizen of the country, regardless of their place of residence – be it Toronto, where English prevails, or French-speaking Montreal.

This bilingualism is emphasized by Trudeau in his victory speech in Montreal, which he opens with the lines: “*Merci. Merci. Thank you. Thank you, my friends. Merci. Merci, mes amis*”. Addressing the audience, surrounding different sides of the tribune, he repeats this greeting in two languages several times, making it clear that he intends to speak to every Canadian in the hall and in front of the TV screens. In his further speech the Prime Minister quite often switches from French to English to thank the supporters from the English-language speaking part of Canada.

It should be stated that Trudeau devotes much attention to his family representation in Mass Media and always emphasizes his commitment to them, focusing on his responsibilities to his children:

“...*mes enfants, on embarque dans une nouvelle aventure ensemble...*” [4] – sociomorphic metaphor, subsphere – “Way”, frame – “Adventure”.

Though addressing his children, between the lines Trudeau appeals to the entire nation: “together we are setting forth for a new adventure”, and continues:

“... *je peux vous dire maintenant qu’il va avoir des moments difficiles pour vous en tant qu’enfants de Premier ministre, mais papa sera là pour vous, comme vous savez bien*”.

Justin Trudeau states that “we are expecting some hard times”, “but dad will be with you”. As it has already been mentioned, despite the fact that this appeal is addressed to the children of the politician, he makes it easy to understand the model of “paternity” Trudeau prefers not only in his family life, but also in the political activity: he plays the role of a “supportive dad”, a kind of father, who does not put pressure on children, instead is kind and caring, supporting them throughout their life journey. As a political leader Trudeau does not demonstrate “superiority”, mentor tone or interference in the private affairs of his “children”.

One of the major themes of Trudeau’s politics is undoubtedly the idea of the peace in the world and zero tolerance to aggression, which can also be defined as an integral constituent of his personal political image. In his Montreal speech the Premier, when switching to English, claims:

“*Sunny ways, my friends, sunny ways. This is what positive politics can do. This is what a causative, hopeful – a hopeful vision and a platform and a team together can make happen*” [4] – naturmorphic metaphor, subsphere – “Natural Phenomena”, frame – “Weather”; anthropomorphic metaphor, subsphere – “Man as personality”, frame – “Character”; sociomorphic metaphor, subsphere – “Games and Sport”, frame – “Sportsmen”.

In Trudeau’s metaphoric representation “positive politics” is compared to a kind and easy-going person, the politician also mentions “vision, that gives hope”, and emphasizes the fact that just like in sport, his “team” and their united actions are to become the secrets of success.

When pronouncing the utterance: “Sunny ways, my friends”, the politician is sure that the audience will get the message. Naturmorphic metaphor “sunny ways”, being the personification of “fine weather”, “heat”, “relaxed atmosphere”, is to produce positive and relaxing impact upon the recipients. An average Canadian will certainly remember The Manitoba Schools Question, which was a crucial stage in terms of bilingualism introduction in the country.

Frankophones of Manitoba had to fight for their rights to acquire education in their mother tongue, and their religious and constitutional rights were called off by the government of the province in 1890. The seventh Prime Minister of Canada, the first francophone leader of the country's government Wilfrid Laurier offered a compromise solution, that was in tune with the politics, which he named a "sunny way", comprising negotiations, diplomacy and compromise instead of compulsory legislation. It was October, 8 1895 that Laurier used this term for the first time, being the opposition leader, in his speech in Ontario. "Sunny way" is an allusion to one of Aesop's fables, which tells about an argument between the Wind and the Sun, trying to make the man take off his coat. The Sun shines in a pleasant way and the Wind blows. Finally, the Sun wins, proving that patience and affection are more efficient than violence [5].

Trudeau's non-violent managerial style and his agreeableness can be clearly identified in the further part of speech:

*"They (the politician's friends) share with me the conviction that **politics doesn't have to be negative and personal to be successful**, that – that you can appeal to the better **angels** of our nature, and you can **win** while doing it"* [4] – sociomorphic metaphor, subsphere – "Social institutes", frame – "Religion"; sociomorphic metaphor, subsphere – "Sport", frame – "Sport achievements".

Justin Trudeau uses religious metaphor, mentioning "angels", who, according to him, are integral parts of every personality, to whom you should appeal if you want to "win". Thus, the politician draws and idyllic picture of welfare, where everybody is kind and has an angel inside, who one can appeal to.

The Prime Minister of Canada uses the metaphors of positive advance, progression, creation, construction as contrasted with destruction, filling the new political "movement" with energy, life-giving force and "fuel", and emphasizes the role of the people of Canada:

*"Now this movement we've **built** was **fuelled** by these amazing volunteers, and from the bottom of my heart, I thank you"* [4] – artefactual metaphor, subsphere – "Architecture and building", frame – "Erection of building"; artefactual metaphor, subsphere – "Movable mechanisms", frame – "Fuel".

In his victory speech Justin Trudeau puts emphasis on the concept of "willingness to make sacrifices", the leader of the country should demonstrate, underlining the idea that the official in power is to "serve" people:

*"Stephen Harper has **served** this country for a decade, and as with anyone who **has devoted their life** to this country, we thank him for his **service**"* [4] – sociomorphic metaphor, subsphere – "Social position", frame – "Inferiors".

The politician spoke about his meeting with the former Prime Minister, leader of Conservative Party Stephen Harper and their face-to-face interaction, dwelling upon the families of the political figures. He says:

*"It reminded me of the extraordinary and unique **sacrifices** that are made by anybody who **serves** this country at the highest levels"* [4] – sociomorphic metaphor, subsphere – "Social institutes", frame – "Religion".

In this utterance again one can trace some religious motives: one should "serve" the country as serving the cult, sacrifice as an integral part of enculturation.

Speaking about Harper, Trudeau emphasizes his respect, making it clear that political opponents are not his enemies, they are neighbors, worth maintaining good relations with:

*"Conservatives are not our **enemies**, they're our **neighbours**"* [4] – sociomorphic metaphor, subsphere – "War", frame – "Opponent"; sociomorphic metaphor, subsphere – "Place of Residence of a Person", frame – "Surroundings".

While mentioning the leader of Democrats Thomas Mulcair, the newly-elected Prime Minister uses military metaphor, acknowledging that his political opponent fought till the end, and thus paying his respects:

"Il s'est battu jusqu'à la fin" [4] – sociomorphic metaphor, subsphere – "War", frame – "Military actions".

Justin Trudeau has been consistent in implementing the central idea of his political program – involving population into the process of the creation of the new country, in new approach to the international representation of Canada; in his speech in Montreal he claims that people will "always be in the heart of the government", thus emphasizing the importance of human relations and emotional constituent in the relations of authorities and the citizens of the country :

*"Et vous serez toujours **au coeur** du gouvernement que nous allons former"* [4] – anthropomorphic metaphor, subsphere – "Human body", frame – "Internal structure of the organism"; anthropomorphic metaphor, subsphere – "Human as personality", frame – "Feelings and Emotions".

*"I know that I am on stage tonight for one reason and one reason only: because **you put me here**. And you gave me clear **marching orders**"* [4] – sociomorphic metaphor, subsphere – "War", frame – "Military tactics".

In the final part of his speech Trudeau once again underlines the fact that it was the people of Canada who started him off as the Prime Minister. He acknowledges that Canadians made it clear what they expected from the government, as they are in charge, and they gave him "clear marching orders", or order of activities they were expecting from the Prime Minister and his team.

Addressing the merely French-speaking population of Quebec, Trudeau declares:

*"Chers amis québécois, merci. Ce soir, le Canada **retrouve un peu de lui-même**. Ce soir, le Québec **fait un véritable retour** au gouvernement du Canada"* [4] – anthropomorphic metaphor, subsphere – "Human as personality", "Individuality of a person".

The politician identifies Canada with a person, who "again becomes themselves", that is multicultural and multilingual country, as the leader of the government is a Francophone for the first time in a long period, "Quebec really returns to the government of Canada".

Summing up Trudeau once again uses the anthropomorphic metaphor, identifying the government of the country with a person, who believes that variety is the key to success:

*"...you and your fellow citizens have chosen a new government, a government that **believes** deeply in the diversity of our country"* [4] – anthropomorphic metaphor, subsphere – "Human Personality", frame – "Views".

The religious metaphor of "blessing" introduces the shade of sincerity in the speech of the politician and is to assert both the good will of the new government and the fact that the future direction of development has been inherited from the previous generations of Canadians and is the embodiment of their will:

*"We believe in our hearts that this country's unique diversity is a **blessing bestowed upon us** by previous generations of Canadians, Canadians who stared down prejudice and fought discrimination in all its forms"* [4] – sociomorphic metaphor, subsphere – "Social Institutes", frame – "Religion".

The following appeal of Trudeau to “have faith” in the fellow citizens is aimed at confirming the previous religious metaphor and is another appeal for unity and mutual understanding to the population of Canada:

“Have faith in your fellow citizens, my friends” [4] – sociomorphic metaphor, subsphere – “Social Institutes”, frame – “Religion”.

The speech of the new Canadian political leader ends with a strong military metaphor, which is somehow softened by the reference to the means of those military actions, and repeated in two languages. Summing up, Trudeau uses anthropomorphic metaphors, describing the personality, placing them in the political discourse, thus adding the emotional coloring to the speech:

“Mes amis, nous avons battu la peur avec l’espoir. Nous avons battu le cynisme avec le travail acharné. Nous avons battu la politique négative avec une vision rassembleuse et positive.

My friends, we beat fear with hope. We beat cynicism with hard work. We beat negative, divisive politics with a positive vision that brings Canadians together” [4] – sociomorphic metaphor, subsphere – “War”, frame – “Military Actions”; anthropomorphic metaphor, subsphere – “Human as Personality”, frame – “Feelings and Emotions”; anthropomorphic metaphor, subsphere – “Human as Personality”, frame – “Character”; anthropomorphic metaphor, subsphere “human activity”, frame – “Work”.

Finally, Trudeau repeatedly expresses thanks to all the citizens of Canada in two languages, addressing them as his friends and claims that “in Canada better is always possible” (“Well, my friends, this is of Canada, and in Canada better is always possible”).

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